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ATTORNEY/DOCKET NO.: 08212/0200298-US0

DATE: October 6, 2003

TELECOPIER TRANSMISSION COVER SHEET

NUMBER TRANSMITTING TO: 703-872-9326

TO: UNITED STATES PATENT AND TRADEMARK OFFICE

EXAMINER: STEPHEN M. GRAVINI

ART UNIT: 3622

FROM: JOHN W. BRANCH

PAPER(S) BEING TRANSMITTED: ASSOCIATE POWER OF ATTORNEY

NO. OF PAGES (INCLUDING COVER SHEET): 2

COMMENTS: Attached is a fully executed Associate Power of Attorney for the above-identified patent application.

CERTIFICATION OF FACSIMILE TRANSMISSION

Serial No.: 09/580,583

Confirmation No.: 8331

Filed: 05/30/2000

I hereby certify that these paper are being facsimile transferred to the United States Patent and Trademark Office on the date shown below.

John W. Branch, Reg. No. 41,633

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Docket No.: 08212/0200298-US0
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent Application of: Toni Kopra

Application No.: 09/580,583

Art Unit: 3622

Filed: May 30, 2000

Examiner: Gravini, Stephen Michael

For: LOCATION AWARE PRODUCT
PLACEMENT AND ADVERTISING

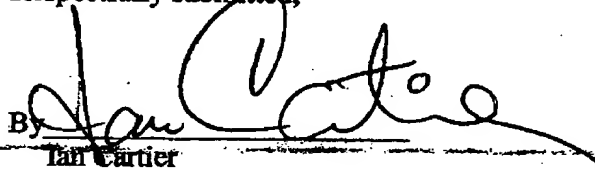
ASSOCIATE POWER OF ATTORNEY

Dear Sir:

I hereby grant John W. Branch, Registration No. 41,633, an associate, power of attorney to prosecute this application and transact all business in the U.S. Patent and Trademark Office connected herewith.

Dated: October 2, 2003

Respectfully submitted,


By Ian Cartier

Registration No.: 38,406
Agent for Applicant

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